

## ORDER



Orders	Order / Rev:	105663	Primary AE:	Amy McCreary
	Alt Order #:	06842087	Sales Office:	BLPHI
	Product Desc:	HORSFORD 4 CONGRESS	Sales Region:	National
	Estimate:	1609		
	Flight Dates:	09/12/12 - 09/17/12		
	Original Date / Rev:	08/17/12 / 10/15/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Horsford for Congress <i>Revised</i>		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	14	\$5,685.00	14	\$4,832.25	\$4,832.25	0.00
			Totals	14	\$5,685.00	\$4,832.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$5,685.00
Market	100%	\$18,338.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$4,768.06
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$2,934.19
KTUD	1%	\$183.39
KVVU	18%	\$3,300.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,467.10

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/Wagner	5-6a		--WTF--	:30	2	\$90.004	0.00	NM	2	\$650.00	
M-F 5-6a WakeUp w/Wagners															
NEWS															
Start Date		End Date	Weekdays		Spots/Week	Rate	Rating								
Week: 09/10/12		09/16/12	--WTF--		2	\$90.00	0.00								

Order / Rev: 105663  
 Alt Order #: 06842087  
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Horsford for Congress  
 Product Desc: HORSFORD 4 CONGRESS  
 Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Meet the Press																
Meet the Press																
MEET THE PRESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 - 09/16/12					-----S	1	\$1,300.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	
1	KSNV	09/10/12-09/16/12	Meet the Press			8a-9am				-----Su		:30	(\$1,300.00)	0.00	NM	
Credited																
[credit - mg on 6863996]																
E 8	KSNV	09/12/12	09/14/12	M-F Today Show II 3rd Hr	CM	9-10a			--WTF--	:30	2	\$95.004	0.00	NM	0	\$0.00
M-F Today Show II																
TODAY SHOW II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 - 09/16/12					--WTF--	2	\$95.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	
1	KSNV	09/10/12-09/16/12	M-F Today Show II 3rd Hr			9-10a				--WTF-----		:30	(\$95.00)	0.00	NM	
See MG 8.3,8.4																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
2	KSNV	09/10/12-09/16/12	M-F Today Show II 3rd Hr			9-10a				--WTF-----		:30	(\$95.00)	0.00	NM	
See MG 8.3,8.4																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
3	KSNV	09/12/12-09/16/12	M-F Today Show II 3rd Hr			9-10a				--WTF-----		:30	(\$125.00)	0.00	NM	
④ Credited																
[credit - mg on 6863996]																
E 9	KSNV	09/12/12	09/14/12	Rachael Ray	CM	11am-12pm			--WTF--	:30	2	\$325.001	0.00	NM	2	\$650.00
RACHAEL RAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 - 09/16/12					--WTF--	2	\$325.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	
1	KSNV	09/10/12-09/16/12	Rachael Ray			11am-12pm				--WTF-----		:30	(\$325.00)	0.00	NM	
See MG 9.3																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
3	KSNV	09/10/12-09/16/12	Rachael Ray			11am-12pm				--WTF-----		:30	\$325.00	0.00	NM	
④ MG for 9.1 09/14																
[revised rate]																
E 10	KSNV	09/12/12	09/14/12	Noon News	CM	12-1230pm			--WTF--	:30	2	\$125.004	0.00	NM	1	\$125.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 - 09/16/12					--WTF--	2	\$125.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	
2	KSNV	09/10/12-09/16/12	Noon News			12-1230pm				--WTF-----		:30	(\$125.00)	0.00	NM	
Credited																
[credit - mg on 6863996]																
E 11	KSNV	09/12/12	09/14/12	The Agenda	CM	1230pm			--WTF--	:30	2	\$100.003	0.00	NM	1	\$100.00
The Agenda																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week: 09/10/12 - 09/16/12					--WTF--	2	\$100.00			0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	
1	KSNV	09/10/12-09/16/12	The Agenda			1230pm				--WTF-----		:30	(\$100.00)	0.00	NM	
Credited																
[credit - mg on 6863996]																
E 12	KSNV	09/17/12	09/17/12	Dr. Phil	CM	3-4p			M-----	:30	1	\$150.004	0.00	NM	0	\$0.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week: 09/17/12 - 09/23/12					M-----	1	\$150.00			0.00						

Order / Rev: 105663  
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Advertiser: Horsford for Congress  
 Product Desc: HORSFORD 4 CONGRESS  
 Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$150.004	0.00	NM		0	\$0.00
<b>DR. PHIL</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 M----- 1 \$150.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 KSNV 09/17/12-09/23/12 Dr. Phil 3-4p M----- :30 (\$150.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
E 13	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm	M-----	:30	1	\$145.004	0.00	NM		0	\$0.00
<b>NEWS</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 M----- 1 \$145.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 KSNV 09/17/12-09/23/12 NEWS 3 at 4 (1 HOUR) 4-5pm (4:00 PM-4:30 PM)----- :30 (\$145.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
E 14	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm	--WTF--	:30	1	\$175.004	0.00	NM		1	\$175.00
<b>NEWS</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 1 \$175.00 0.00															
E 15	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$250.004	0.00	NM		0	\$0.00
<b>NEWS</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 2 \$250.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 KSNV 09/10/12-09/16/12 M-F Early News 5-630p --WTF---- :30 (\$250.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
2 KSNV 09/10/12-09/16/12 M-F Early News 5-630p --WTF---- :30 (\$250.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
E 16	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	2	\$230.004	0.00	NM		0	\$0.00
<b>JEOPARDY</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 2 \$230.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 KSNV 09/10/12-09/16/12 M-F Jeopardy 630-7pm --WTF---- :30 (\$230.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
2 KSNV 09/10/12-09/16/12 M-F Jeopardy 630-7pm --WTF---- :30 (\$230.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
E 17	KSNV	09/12/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	2	\$230.004	0.00	NM		0	\$0.00
<b>WHEEL</b>															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12 09/16/12 --WTF-- 2 \$230.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 KSNV 09/10/12-09/16/12 M-F Wheel 7-730pm --WTF---- :30 (\$230.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
2 KSNV 09/10/12-09/16/12 M-F Wheel 7-730pm --WTF---- :30 (\$230.00) 0.00 NM															
<i>Credited</i> [credit - mg on 6863996]															
E 18	KSNV	09/12/12	09/14/12	Face to Face/Ralston Rep CM Face to Face w/ J. Ralston	CM	730-758pm	--WTF--	:30	2	\$125.004	0.00	NM		0	\$0.00

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Advertiser:	Horsford for Congress
Product Desc:	HORSFORD 4 CONGRESS
Estimate:	1609

KSJV

Order / Rev: 105663  
 Alt Order #: 06842087  
 Flight Dates: 09/12/12 - 09/17/12

Advertiser: Horsford for Congress  
 Product Desc: HORSFORD 4 CONGRESS  
 Estimate: 1609

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	09/12/12	09/14/12	M-F Today Show III 4th 8M		10am-11am	--WTF--	:30	1	\$325.001	0.00	NM		1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12 - 09/16/12 --WTF-- 1 \$325.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	09/10/12-09/16/12	M-F Today Show III 4th Hr		10am-11am		--WTF----	:30		(\$325.00)	0.00	NM			
See MG 25.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12	M-F Today Show III 4th Hr		10am-11am		--WTF----	:30		\$325.00	0.00	NM			
(1) MG for 25.1 09/14 [revised rate]															
N 26	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/WagM	5-6a		M-WTF--	:30	2	\$125.003	0.00	NM		2	\$650.00
M-F 5-6a WakeUp w/Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/11/12 - 09/17/12 M-WTF-- 2 \$125.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	09/11/12-09/17/12	M-F 5-6a WakeUp w/Wagner5-6a				M-WTF----	:30		(\$125.00)	0.00	NM			
See MG 26.3,26.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/11/12-09/17/12	M-F 5-6a WakeUp w/Wagner5-6a				M-WTF----	:30		(\$125.00)	0.00	NM			
See MG 26.3,26.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/17/12	M-F 5-6a WakeUp w/Wagner5-6a				M-WTF----	:30		\$325.00	0.00	NM			
(1) MG for 26.2,26.1 [REVISED RATE]															
4	KSNV	09/12/12-09/17/12	M-F 5-6a WakeUp w/Wagner5-6a				M-WTF----	:30		\$325.00	0.00	NM			
(1) MG for 26.2,26.1 [REVISED RATE]															